GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3701
ANSWERED ON:23.12.2004
ADVERTISEMENT INDUSTRY
Reddy Shri Karunakara G.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the advertisement industry showed a dismal performance during the last year;

(b) if so, the reasons therefor;

(c) the total share of the Union Government in advertisements out of total advertisement business at present; and

(d) the steps being taken or proposed to be taken by the Union Government to increase its share in the growth of advertisement industry?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a), (b), (c) & (d) : The advertising industry is mainly in private hands and is overseen by the Advertising Standards Council of India, a self-regulatory body of the advertising industry and Advertising Agencies Association of India. The Ministry of I&B does not monitor the growth and performance of the advertising industry. The primary objective of the Directorate of Advertising and Visual Publicity (DAVP), a Government media organisation, is to secure the widest possible coverage of the Government`s schemes, programmes, policies and achievements on various social issues. During the period 2003-04, DAVP issued advertisements worth Rs.159.15 crores as compared to Rs. 100.14 crores in the year 2002-03.